Better than Chrysler or GM is the claim

Ford ads accent product quality

By Joseph Bohn
Marketing Editor

If quality is the prize bone each of the domestics are fighting for, then Ford—for '84, at least—seems to have come out top dog.

New ads all claim its industry-wide superiority (36 percent better than Chrysler; 10 percent better than GM) under a "best-built American cars" and "best-built American trucks" tagline.

There's even a separate commercial that talks about quality superiority. It is backed by Rogers Research, a private industry firm, and Product and Consumer Evaluations, Inc., which Ford commissioned separately to back its public claims.

The latter surveyed 14,000 new-car owners six months after their purchase, according to Douglas T. McClure, Ford Division ad manager, in tallying and comparing complaints.

Ford is still fighting for greater purchase consideration. The "best-built" tag is being piggybacked to the carryover "Have you driven a Ford lately?" theme to attract prospects.

Overall, Ford Division's ad budget is about the same as last year's, after inflationary adjustment, with a similar two-thirds TV, one-third magazine ratio.

The magazine list, McClure said, has been trimmed a bit in favor of greater frequencies in remaining publications.

Ford is still negotiating with some major magazines the five-point request it made for '84 in exchange for guaranteeing a whole year's schedule up front. (AUTOMOTIVE NEWS, Aug. 29.)

• Among individual car lines, Escort this fall is being pitched as the world's best-selling car and offering a new diesel with improved mileage numbers.

"World Leader at the tender age of three" is the theme of one set of print ads and TV spots. On TV, the spot plays against Viennese waltz music, the voice-over describes Escort's debut as a first-year sales champ over imports and its climb to the status of best-selling car in the world.

Again, using a waltz background, ads compare Escort to a succession of Japanese models, which it in turn, bests with better ride and suspension (than Nissan Sentra), more passenger room (than Honda Accord), more standard features (than Toyota Tercel) and better mileage, with the new two-liter diesel, (than a Honda 750 motorcycle).

EXP advertising features the new turbo model. It plays up acceleration, bubbleback design and a new instrument panel by punning on the word dash: "New dash (instrument panel) . . . new dash (power) . . . new dash (styling)."

Big news for Mustang is the new SVO model, which is touted in print and TV as "The machine speaks for itself."

Ads talk about the 175-HP turbocharged engine, adjustable gas shocks, special Goodyear tires, dual spoiler, "articulated driving seats," five-speed manual and other performance features.

There is also a humorous convertible commercial. It features a dialog between a young woman and her brother—the youngster finally spouting off a high-tech description of what he likes best about Mustang: "The five-speed with automatic overdrive and fuel-injected 5-liter high output engine."

And, finally, a full-line ad, entitled "decisions, decisions, decisions," brings together Mustang GT, SVO and convertible models, with brief summations of their chief appeal.

• LTD continues to be pitched as a "comfortable, capable" family car: Comfort inside because of the outside capability of such features as gas-filled shocks, struts and stabilizer bar for handling and ride.

LTD Crown Victoria, which has assumed greater importance because of more production capacity added for '84, has the theme "You can still own this much car."

Robert Lansing is the TV spokesman who talks about traditional standard features such as "solid steel frame," V-8 engine, along with electronic fuel injection and automatic overdrive.

The '84 Thunderbird ads continue playing up the "form follows function" theme, expressed with new creative in two commercials.

"The way Thunderbird looks has a great deal to do with the way it drives. The shape of the front helps a driver feel the road, the shape of the doors and mirrors smooths and quiets the ride," says one commercial.

Another invites test-drives by noting "You can't judge the true character" of Thunderbird "without touching one . . . sitting in one . . . driving one."

A Thunderbird Turbo coupe commercial replays a May 17, 1983, handling test among three Turbo Coupes and three BMW 633 CSi models—the Ford "out-handling" BMW in "lap after lap." The theme is "first you join 'em, then you beat 'em."

Tempo ads continue pushing name awareness.

The familiar larger-than-life Tempo loop is back.

One commercial touts handling, performance, aerodynamic design, mileage and other technical features, with the familiar "pick up the Tempo of your life" conclusion.

Another commercial talks aerodynamic design, comparing Tempo's legroom to an Audi 5000 and overall roominess to a Mercedes-Benz 300-D.

Print ads have a headline that talks about Tempo as a "synergy of design and technology" with about nine copy points that cover a full range of design, engineering and technical topics.

J. Walter Thompson, Dearborn, handles Ford Division advertising.

Mustang SVO

The Machine speaks for itself.

Power broker

The Mustang SVO is one of Ford's new models for fall and is part of a greater shift to performance in Ford's marketing strategy. J. Walter Thompson, Detroit, handles the account.

Pontiac for Upperman

CORRY, Pa. — Norman H. Upperman has signed an agreement with Pontiac for Rice-Upperman Pontiac-Buick, Inc., here.

Importer solves company-car problem

Spaced-out at IAL

MONTVALE, N. J. — Question: Can 20 college kids fit into a Volkswagen Beetle?

Answer: With enough beer (or whatever) anything is possible.

Another question: Can five middle-aged executives fit into a two seater sports car?

Answer: Not even with three martinis and Jane Fonda personally leading the workout.

So the executives at Malcolm Bricklin's International Automobile Importers, Inc., sans martinis and unfortunately (for them) Jane Fonda, knew they had a problem. They import only two-seater sports cars and they needed sedans.

According to Anthony Ciminera, senior vice president of IAI, the problem was more than the need for sedans. What does an American company importing Italian cars do to maintain balance?

After searching for the answer, one was on their doorstep. There is only one sedan currently available in the U. S. that one of IAI's coachbuilders designed: The Puegeot 505, by Pininfarina.

Ciminera explained that the senior management of IAI will be driving 505s leased from Puegeot. IAI will lease nine to 12 cars from Peugeot.

But balance was still needed; after all, IAI is a U. S. company. The board of directors of IAI will drive General Motors A-cars, according to Ciminera. He added that 90 percent of these are Chevrolet Celebrity models and the remainder are Pontiac 6000s. All are loaded.

A more serious consideration, he noted, was the company did not want to remove cars from the distribution pipeline for corporate purposes. He added that, eventually, all management will get second cars and they will be either the Pininfarina Spider or the Bertone X 1/9, the cars IAI imports.

—JOHN RUSSELL

Total tops 800,000 for first time in 42 months

June registrations highest since '79

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in June were highest for that month in four years, while topping June, 1982, numbers by a substantial 21.10 percent.

The total was 868,736, marking the first time registrations have passed 800,000 since December, 1979.

According to figures compiled by R. L. Polk & Co., new-car registrations reached 868,738 in June, up 21.10 percent from 717,358 a year earlier, and up 12.14 percent from the 772,842 units recorded in May of this year.

Domestic registrations in June totaled 625,077, up 22.33 percent from 510,985 the preceding year. Domestic registrations in May,

Continued on Page 40, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1983	Percent Share of Market	Regis., June, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 6 months, 1983	Percent Share of Market	Regis., 6 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	137,245	15.80	111,839	15.59	+ 0.21	621,770	14.60	618,032	16.36	− 1.76
Ford	102,455	11.79	88,547	12.34	− 0.55	482,638	11.33	443,086	11.73	− 0.40
Oldsmobile	93,541	10.77	73,020	10.18	+ 0.59	460,403	10.81	378,268	10.01	+ 0.80
Buick	80,972	9.32	66,641	9.29	+ 0.03	388,577	9.13	341,212	9.03	+ 0.10
Pontiac	51,309	5.90	42,755	5.96	− 0.06	236,572	5.56	232,093	6.14	− 0.58
Mercury	39,456	4.54	30,961	4.32	− 0.22	181,025	4.25	158,173	4.19	+ 0.06
Dodge	31,733	3.65	21,724	3.03	+ 0.62	154,217	3.62	123,568	3.27	+ 0.35
Plymouth	26,155	3.01	22,898	3.19	− 0.18	138,909	3.26	126,263	3.34	− 0.08
Cadillac	25,967	2.99	20,803	2.90	+ 0.09	137,211	3.22	113,215	3.00	+ 0.22
Chrysler	23,985	2.76	16,086	2.24	+ 0.52	122,681	2.88	77,139	2.04	+ 0.84
Lincoln	8,127	0.94	7,949	1.11	− 0.17	45,536	1.07	39,549	1.04	+ 0.03
AMC	4,080	0.47	7,499	1.04	− 0.57	30,714	0.72	46,076	1.22	− 0.50
GENERAL MOTORS	389,034	44.78	316,058	43.92	+ 0.86	1,844,533	43.32	1,682,820	44.54	− 1.22
FORD MOTOR CO.	150,038	17.27	127,457	17.77	− 0.50	709,199	16.65	640,808	16.96	− 0.31
CHRYSLER CORP.	81,873	9.42	60,708	8.46	+ 0.96	415,807	9.76	326,970	8.65	+ 1.11
AMC	4,080	0.47	7,499	1.04	− 0.57	30,714	0.72	46,076	1.22	− 0.50
IMPORTS	243,661	28.05	206,373	28.77	− 0.72	1,258,211	29.54	1,080,030	28.59	+ 0.95
MISCELLANEOUS	52	0.01	263	0.04	− 0.03	393	0.01	1,405	0.04	− 0.03
TOTAL	868,738		717,358			4,258,857		3,778,109		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

Ford launches methanol test in California

SACRAMENTO. — Gov. George Deukmejian has taken delivery of a 506-car fleet of methanol-powered vehicles from Ford Motor Co.

The 506 cars are part of 587 Ford Escorts built for Ford's methanol vehicle testing program.

Of the 506 cars sent to California, most are being delivered to state and local government agencies under the auspices of the California Energy Commission.

Eighty-one more are designated for other state and municipal governments, private industry, research organizations and utilities.

Celanese Corp. will provide the fuel for the 506-car fleet.

The '83 Escorts have been modified at the factory to operate on a blend of 90 percent methanol (wood alcohol) and 10 percent unleaded gasoline.

"The sale of 587 methanol-fueled Escorts further demonstrates Ford's commitment to leading the transition of the transportation sector toward non-petroleum fuels," Ford said. "We believe this test program is a necessary first step, and we encourage others to join the effort to make this country less reliant on foreign energy supply."

Methanol can be produced from natural gas, gasified coal, or from biomass feedstock.

• "Most independent and objective analyses tend to support methanol as a leading, if not dominant, automotive fuel for the 21st century," Ford said.

"Future availability and price still are somewhat uncertain, but we believe the risk of waiting to introduce methanol vehicles is far greater than starting too early, and we hope this test program will lead to increased use of methanol by the end of this decade."

Methanol contains less energy per gallon than unleaded gasoline, but methanol-burning engines provide higher combustion efficiency.

Over a given distance, a vehicle requires about 70 percent more methanol than gasoline, but operating costs of the two fuels are currently competitive because the retail price of methanol is only about 75 cents per gallon — about 60 percent as much as unleaded gasoline, Ford said.

"When methanol is produced from coal in large volume — probably in the 1990s — we expect vehicle operating costs to be 15 to 25 percent less with methanol than with gasoline," Ford said.

The demonstration Escorts are expected to provide a metro-to-highway fuel economy range of 230 miles, Ford said.

All Escorts in the demonstration fleet will be equipped with Ford's 1.6-liter high-output four-cylinder engine.

However, the engines and fuel system are factory-modified to include such things as: Unique pistons and increased compression ratio; carburetor with higher fuel-flow capacity, nickel-plated to resist corrosion; stainless steel fuel tank and stainless steel fuel line.

factories list auction dates

American Motors

Sept. 7—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Sept. 8 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 9—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 13—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 14—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 15—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 21—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Sept. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 6—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Sept. 8—Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 13—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Sept. 14 — Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Ford Motor Co.

Sept. 14—Central States Auto Auction, Mason City, Ia.; Golden Gate Auto Auction, Fremont, Calif.

Sept. 20—Arena Auto Auction, Chicago, Ill.; Dallas Auto Auction, Dallas.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 15—Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn., and Dallas Auto Auction, Dallas, Tex.

Sept. 19—Florida Auto Auction of Orlando, Orlando, Fla.

Sept. 20—Southern Auto Auction, E. Windsor, Conn.

Sept. 21—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Clanton's Auto Auction, Darlington, S. C.

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

More-powerful Corona

Toyota's new, Australian-built Corona has 25 percent more power than its predecessor. A new suspension system provides an improvement in stability and steering accuracy.

Toyota keeps rear drive for new Australian Corona

SYDNEY, Australia. — Toyota has bucked the trend in launching the new Australian-built Corona with conventional rear-wheel drive.

Two of the five locally made cars in the two-liter class—the top-selling Holden Camira and Ford Telstar—have front-wheel drive.

Toyota engineers in Japan said that they studied the advantages and drawbacks of both types of chassis layout before proceeding with conventional engineering for the car.

The engineers said that they have achieved similar interior space to that of a FWD configuration by using a compact engine, allowing them to move the firewall forward. They claim that extensive tests show the new car handles as well as its front-drive competitors but has superior passenger ride and easier maintenance.

Unique to Australia, the all-new Corona has had a two-year development period.

Toyota flew a group of journalists and two Australian-made Coronas to Japan so the cars could be driven on the Yamaha circuit.

The new Corona has 25 percent more power than its predecessor. A new suspension system provides an improvement in stability and steering accuracy.

• Toyota Australia has discontinued using the Holden-made 1.9-liter engine in favor of the imported 2.0-liter overhead-cam unit.

The engine features an electronic ignition system with the coil built into the distributor cap. The engine develops 98 HP at 4,800 RPM, compared with 78 HP at the same speed for the Holden unit. It weighs 21 percent less and uses 10 percent less fuel, Toyota said.

The Corona accelerates from rest to 100 km/h (62.14 MPH) in 13.2 seconds — a 20 percent improvement on the old car.

Recirculating ball steering has given way to a rack and pinion system, with optional power assistance. The power assistance is too light for high-speed motoring on a test track but both systems are well ahead of the old design in steering accuracy and stability.

The Corona is built as a four-door sedan and five-door wagon, both body styles having separate rear seats which fold to enlarge the luggage space.

Buyers have a choice of four- and five-speed manual transmissions and three- or four-speed automatics. The four-speed automatic is the only one of its kind available in an Australian-built car.

Toyota Australia expects to sell 30,000 Coronas during the next 12 months and to double their sales to fleet owners.

The new model is built under the 85 percent local-content rule. Toyota will press more sheet metal panels in Melbourne to balance the use of an imported engine.

According to Toyota engineers, the decision was made to use the imported engine because it is the most advanced of its kind in Japan.

Saab appoints 15 U.S. dealers during first half

ORANGE, Conn. — Saab-Scania of America appointed 15 new dealers during the first half of 1983.

Sten O. Helling, Saab's vice president of sales and marketing, said the company's sales were up 57 percent in the first half of this year.

Saab is aiming for a total of 350 dealers nationally. At the end of June, 323 dealers handled Saab cars, 56 exclusively.

New Saab dealers appointed during the first half of 1983 were: Diablo Lincoln Mercury-Saab, Concord, Calif.; Steven Motor Co., Tacoma, Wash.; National Auto Sales, Bellevue, Neb.; William Lehman Saab, Miami; Bart Starr Saab, Birmingham, Ala.; Nelke Saab, Old Saybrook, Conn., and TRA Imports, Knoxville, Tenn.

More are: O'Hara Lincoln Mercury-Saab, Mishawaka, Ind.; Wausau Datsun-Saab, Wausau, Wis.; State Street Subaru-Saab, Boise, Id.; Campbell Motors, Jackson, Miss.; Fair City Ford & Saab, Pomona, Calif.; Blackwell Import Motors, Jackson, Miss.; Croyste Toyota-Saab, Marlow Heights, Md., and Barber Saab, Bakersfield, Calif.

Signing with Subaru

HERMOSA BEACH, Calif. — Vasek Polak has signed a franchise agreement to open Vasek Polak Subaru here.

Used Car Sales

Auction Averages

September to date	$5,272
Month ago	$5,089
Year ago	$4,812

Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$10,177	$10,168	$11,178
1982	7,629	7,702	7,622
1981	6,326	6,158	6,164
1980	5,140	5,129	5,281
1979	4,526	4,577	4,529
1978	3,466	3,579	3,353
1977	2,632	2,781	2,645
1976	1,826	1,926	2,113
Overall Average	$ 5,272	$ 5,159	$ 5,172

Silver dealer

William G. Dunfee, left, Bill Dunfee Chevrolet, Inc., Columbus, Ind., received a 25-year award from F. F. Raine, Chevrolet assistant zone manager.

Auction directory

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—Fleet & Lease car spec. — Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW MEXICO

GREATER ALBUQUERQUE AUTO AUCTION. New Mexico's only dealer auction. Sale every Tues. 11 A.M. Member NAAA & WAAA. 2019 Menaul NE, 505-883-7772.

NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

GEORGIA

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BE OUR GUEST FOR BILL MELEAR'S LUNCH.
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-per load of 6 or more.
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- 1 or more loads of 6 or more.
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Total tops 800,000 for first time in 42 months

June registrations highest since '79

Continued from Page 7

1983, added to 557,564, giving June a 12.11-percent advantage.

Import registrations climbed 18.07 percent June to June, rising to 243,661 this year compared with 206,373 in 1982. Their market share slipped 0.72 percentage points, to 28.05 from 28.77 percent.

New-car registrations for the first half of 1983 were up 12.72 percent, to 4,258,857 from 3,778,109 last year. U. S. makes were up 11.21 percent, to 3,000,646 from 2,598,079, and imports enjoyed a 16.50-percent jump, to 1,258,211 from 1,080,030 for the first six months.

• General Motors and Chrysler Corp. walked away with increased shares of the total market for June. Chrysler gained 0.96 percentage points, edging to 9.42 percent from 8.46 percent, and GM was up 0.86 percentage points, to 44.78 from 43.92 percent.

Ford Motor Co. was off 0.50 percentage points, to 17.27 percent from 17.77 percent. American Motors dropped to a weak 0.47 percent from 1.04 percent (AMC registrations do not include the U.S.-built Renault Alliance, which appears among Polk imported-car registrations); miscellaneous domestics were down to 0.01 percent from 0.04 percent, and imports slipped to 28.05 percent from 28.77 percent.

In the domestics-only market, GM earned 62.24 percent, Ford had 24.00 percent, Chrysler had 13.10 percent, AMC had 0.65 percent and miscellaneous domestics claimed 0.01 percent.

The market-class analysis showed a continuing shift toward intermediate and standard-size cars which would seem to indicate consumer confidence in the strengthening economy and availability of gasoline to power bigger automobiles.

Imports accounted for the largest segment of 28.05 percent (243,661 units), followed by intermediates at 26.16 percent (227,254 units); then compacts at 17.18 percent (149,213 units); standards at 13.01 percent (113,061 units); subcompacts at 10.69 percent (92,903 units), and luxury models at 4.91 percent (42,646 units).

In June, 1982, imports held 28.77 percent of the market with 206,373 units; intermediates had 22.58 percent (162,013 units); compacts had 17.78 percent (127,572 units); subcompacts had 14.57 percent (104,483 units); standards had 10.91 percent (78,285 units), and luxury models had 5.39 percent (38,632 units).

Of the 1983 domestics-only market, intermediates had 36.36 percent, followed by compacts at 23.87 percent, standards at 18.09 percent, subcompacts at 14.86 percent and luxuries at 6.82 percent.

Chrysler Corp. and the combined imports increased their segments of the total U. S. market for the first six months, with Chrysler up 1.11 percentage points and the imports 0.95 percentage points ahead. Chrysler climbed to 9.76 percent of the market from 8.65 percent last year, and the imports expanded to 29.54 percent from 28.59 percent.

GM slipped 1.22 percentage points, to 43.32 percent from 44.54 percent. AMC was off 0.50 percentage points, to 0.72 percent from 1.22 percent. Ford dropped 0.31 percentage points, to 16.65 percent from 16.96 percent, and the few remaining miscellaneous domestic makes were down to 0.01 percent from 0.04 percent a year earlier.

Excluding imports, the market was divided thus for the first half of 1983: GM had 61.47 percent, Ford had 23.64 percent, Chrysler had 13.86 percent, AMC had 1.02 percent and miscellaneous domestics had 0.01 percent.

Kerfoot franchises sales program

SAN ANTONIO. — Brad Kerfoot, an automobile sales trainer here, is franchising his training program to 40 people across the U. S. and Canada.

For the last six years, Kerfoot has been holding classes to train auto salespeople in Florida and Georgia, and for the last three years the classes have also been in Texas, New Mexico and Colorado.

Kerfoot wants to sell his 15-hour program to dealers and managers and will invite those interested in his franchise to confer here in September to learn about the program.

Supercharged Lancia VX models bow

Lancia has added high-performance versions of its Coupe and H.P. Executive cars called VX models. VX cars are powered by a 2.0-liter twin-cam engine that is supercharged by Lancia's Volumex compressor. Power is increased to 135 horsepower, while driveability is also improved because of a boost in torque. The VX cars are said to have a top speed of 200 KM/H (124 MPH).

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JUNE '83 VS. JUNE '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	456	3,868	1,678	10,827
Concord	996	7,575	2,002	11,576
Concord SW	403	3,499	798	4,763
Eagle 4WD	310	1,923	591	3,270
Eagle 4WD SW	1,411	10,279	1,511	9,175
Eagle SX4 4WD	504	3,570	919	6,465
TOTAL AMC	4,080	30,714	7,499	46,076
Chrysler LeBaron FWD	7,016	35,454	7,800	39,584
LeBaron SW FWD	1,143	5,129	938	2,764
E Class/NY FWD	6,900	32,889		
Cordoba	1,184	7,698	1,247	7,302
NY Fifth Ave.	7,636	40,484	5,806	25,890
Imperial	106	1,027	295	1,599
Total	23,985	122,681	16,086	77,139
Plymouth Horizon FWD	5,705	24,641	6,287	40,144
Turismo FWD	4,045	17,295	656	2,596
Reliant FWD	10,195	63,326	9,905	52,987
Reliant SW FWD	4,405	24,312	3,981	21,607
Gran Fury	1,805	9,335	2,069	8,929
Total	26,155	138,909	22,898	126,263
Dodge Omni FWD	4,985	22,232	5,289	34,049
Charger FWD	4,996	20,318	866	5,585
Aries FWD	8,924	44,879	6,791	38,596
Aries SW FWD	3,793	19,579	3,073	17,328
Dodge 400 FWD	3,163	17,103	2,430	12,081
Diplomat	2,864	13,131	2,636	12,199
Diplomat SW			1	58
Mirada	476	2,847	638	3,672
Dodge 600 FWD	2,532	14,128		
Total	31,733	154,217	21,724	123,568
TOTAL CHRYSLER CORP.	81,873	415,807	60,708	326,970
Ford Escort FWD	28,427	129,841	25,369	125,559
Escort SW FWD	9,541	45,093	7,977	40,555
EXP FWD	2,673	12,319	3,593	21,554
Fairmont	3,040	41,086	12,794	63,345
Fairmont SW			57	1,926
Tempo FWD	8,678	9,520		
Granada			6,947	37,650
Granada SW			4,132	19,169
LTD	10,903	57,096		
LTD SW	4,379	22,835		
LTD '82			5,213	24,019
LTD Crn. Victoria	8,417	51,543	4,508	20,645
LTD Crn. Victoria SW	1,762	11,624	2,618	10,169
Mustang	11,893	58,747	11,135	57,241
Thunderbird	12,742	42,934	4,204	21,254
Total	102,455	482,638	88,547	443,086
Lincoln Town Car	4,459	23,927	3,869	16,001
Mark VI	2,615	13,683	2,531	12,066
Continental	1,053	7,926	1,549	11,482
Total	8,127	45,536	7,949	39,549
Mercury Lynx FWD	6,867	31,332	6,886	37,531
Lynx SW FWD	2,007	9,271	1,872	10,365
LN7 FWD	684	3,601	1,205	7,800
Capri	2,291	11,748	2,348	14,621
Zephyr	975	12,201	4,646	20,324
Zephyr SW			20	762
Topaz FWD	2,363	2,588		
Cougar			3,132	16,962
Cougar SW			2,051	8,256
Marquis	5,071	23,799		
Marquis SW	1,621	7,901		
Marquis '82			949	4,279
Marquis Brougham '82			1,817	8,717
Grand Marquis	7,898	45,638	3,432	16,081
Marquis '82 SW/G Marquis SW	1,379	6,781	1,034	4,684
XR7	8,300	26,165	1,569	7,791
Total	39,456	181,025	30,961	158,173
Lincoln Mercury Div. Total	47,583	226,561	38,910	197,722
TOTAL FORD MOTOR CO.	150,038	709,199	127,457	640,808

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	12,098	52,720	11,663	78,420
Skyhawk FWD	6,886	31,950	5,334	15,759
Skyhawk SW FWD	1,283	5,628		
Century FWD	12,717	59,573	8,381	39,390
Regal	20,345	105,149	20,181	103,464
Regal SW	1,625	7,592	1,720	7,176
LeSabre	3,869	19,087	2,824	13,880
LeSabre Limited	8,513	40,418	5,578	27,894
Electra	7,710	35,222	5,187	26,839
Buick SW	1,933	9,268	1,501	7,166
Riviera FWD	3,993	21,970	4,272	21,224
Total	80,972	388,577	66,641	341,212
Cadillac deVille	12,086	61,465	10,058	49,791
Cimarron FWD	1,964	10,035	633	6,644
Fleetwood & Chas.	3,487	20,930	3,293	18,866
Eldorado FWD	5,793	30,790	5,275	26,830
Seville FWD	2,637	13,991	1,544	11,084
Total	25,967	137,211	20,803	113,215
Chevrolet Chevette	18,378	89,763	17,723	117,601
Camaro	18,060	83,765	21,335	83,715
Cavalier FWD	20,611	78,374	7,128	46,406
Cavalier SW FWD	8,073	28,510	2,203	13,228
Citation FWD	11,660	55,261	13,342	103,952
Malibu	4,885	26,383	5,876	36,975
Malibu SW	5,370	26,333	4,683	20,049
Celebrity FWD	15,277	67,769	9,429	38,822
Monte Carlo	8,941	45,879	9,199	50,391
Impala	4,767	22,290	4,944	26,780
Caprice	11,723	58,614	9,354	47,658
Chevrolet SW	6,368	27,422	4,586	21,146
Corvette	3,132	11,407	2,037	11,309
Total	137,245	621,770	111,839	618,032
Oldsmobile Omega FWD	6,339	27,694	-5,606	39,060
Firenza FWD	3,814	16,109	2,702	10,072
Firenza SW FWD	1,690	6,232		
Cutlass Ciera FWD	16,561	74,953	10,201	47,258
Cutlass Sup/Calais	27,271	142,867	24,744	131,391
Cutlass SW	2,240	11,123	2,161	10,715
Delta 88	881	4,517	847	4,808
Delta Royale	19,132	94,437	14,332	68,585
98	9,638	52,160	7,130	40,457
Oldsmobile SW	2,690	12,800	2,021	9,814
Toronado FWD	3,285	17,511	3,276	16,108
Total	93,541	460,403	73,020	378,268
Pontiac 1000	3,635	17,221	3,305	26,709
Firebird	8,550	44,474	11,237	46,900
2000 FWD	9,013	35,958	3,699	22,965
2000 SW FWD	1,390	5,737	711	3,830
Phoenix FWD	2,748	14,721	3,818	27,559
Bonneville	5,943	29,977	5,555	29,702
Bonneville SW	1,579	7,126	1,491	7,295
6000 FWD	7,696	36,773	4,315	19,964
Grand Prix	8,391	40,894	8,477	43,409
Catalina			15	418
Bonneville '81	385	469	50	1,573
Bonneville Brougham '81	1,408	2,443	60	1,329
Pontiac SW	571	779	22	440
Total	51,309	236,572	42,755	232,093
TOTAL GM CORP.	389,034	1,844,533	315,058	1,682,820
(Checker)	7	233	230	1,252
Miscellaneous Domestic	52	393	263	1,405
Domestic Station Wagon Total	66,656	314,853	51,162	252,440
Domestic Grand Total	625,077	3,000,646	510,985	2,698,079
Import Total	243,661	1,258,211	206,373	1,080,030
Grand Total All Registrations	868,738	4,258,857	717,358	3,778,109

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Makers schedule 143,892 units

Car production up 4 pct. for week

By Mary Beth Mayer
Staff Writer

Increases in production by General Motors boosted last week's estimated car production 4.14 percent above the previous week's output.

The auto makers targeted last week's production at 143,892, up from 138,176 assembled the previous week, and up a considerable 43.42 percent from 100,334 built in the year-ago period.

So far this year, there have been 4,336,797 cars completed, up 23.10 percent from 3,523,031 units finished at this time last year.

Breakdown for last week's production by company was: GM, 59.25 percent; Ford Motor Co., 22.72 percent; Chrysler Corp., 12.34 percent; American Motors, 3.00 percent; Volkswagen of America, 1.64 percent, and Honda, 1.05 percent.

For August, the makers estimated production at 524,779, up 48.39 percent from 353,656 units built that month last year.

Four Ford facilities worked daily overtime last week. The plants working extra hours were: Chicago, Kansas City, Lorain and St. Louis. Kansas City also worked last Saturday (Sept. 3).

This week, Ford's Wayne assembly point is scheduled to join those four plants in overtime operation.

Chrysler slated extra hours at its Belvidere, Jefferson and Newark plants. All U. S. car assembly plants are idle today (Sept. 5) in observance of Labor Day.

Trade chief sifts factors affecting exports, imports

Continued from Page 3

ferences between the dollar and the yen gave Japanese car makers a $750 advantage over U. S. producers.

Caldwell said he would like to see President Reagan gain recognition of the problem with Japanese Prime Minister Yashuhiro Nakasone when the two leaders meet in Japan this November.

Eckes did not speculate as to whether the Japanese would extend a fourth year of voluntary restraint on their auto imports to the U. S. But he did suggest that U. S. trade laws will probably undergo a congressional "house cleaning" and that "procedural amendments" could be made to strengthen or speed trade remedies.

• Eckes also mentioned the possibility of congressional oversight for industries that win government protection. He said Senator John Heinz, Pennsylvania Republican, and others were interested in ensuring that industries fully utilize opportunities to regain competitiveness when protection is granted by the government.

Eckes said foreign products had established strong positions in U. S. markets in three ways:

1.—By taking advantage of cost differences, they can produce certain standard goods more cheaply than American manufacturers.

2.—Disruptions in the American market, such as the two energy shortages, enable foreign suppliers to build market shares at the expense of U. S. producers.

3.—"Unfair tactics" are used to build market share.

"Over the past several years the commission has investigated more than 300 complaints alleging unfair trade practices, like foreign subsidies, dumping, or infringement of U. S. patents and copyrights," Eckes said. "In 57 percent of these cases the commission ruled in favor of domestic petitions."

The ITC is currently investigating the practice of industrial targeting and of possible abuses of U. S. foreign trade zones. Both studies are being made at the request of the House Ways and Means Committee.

Martin's 25th year

Twenty - five years of service were recognized when Colin M. Stewart Jr., right, Chevrolet North Central regional manager, presented a plaque to P. E. Martin, Martin Chevrolet, Inc., Warren, O.

Canadian output of cars, trucks rises for week

At 16,052, last week's estimated Canadian car production rose 4.75 percent above the 15,324 units assembled the previous week, but fell 17.21 percent from 19,388 in the year-ago period.

So far this year, 649,251 cars have been completed in Canada, up 7.44 percent from 604,331 built in the comparable 1982 period.

Truck production last week was targeted at 12,965, up 6.92 percent from 12,126 units assembled the week before. The total was 42.35 percent above the 9,108 units completed in the year-ago period.

Year - to - date, 346,129 trucks have been built, down 2.60 percent from 355,349 at this time in 1982.

Chrysler Corp.'s Windsor plant remained closed for retooling. It will begin producing the T-115 van/wagon in October.

American Motors' Brampton point was down last week for inventory adjustment.

Ford Motor Co.'s Oakville truck point worked overtime last week.

Truck output tops 1.5 million; leads 1982 by month

Overtime at six Ford Motor Co. plants lifted last week's domestic truck production 9.68 percent above that of the prior week.

Truck makers targeted last week's output at 46,919, up from 42,780 units built the week before, and a 40.10 percent increase over 33,490 assembled in the year-ago week.

Year-to-date, the makers have built 1,501,543 trucks, up 10.21 percent from 1,362,452 completed in the 1982 period. Last year, the domestic truck makers topped the 1.5-million mark in early October.

The Ford factories working overtime last week were: Kansas City, Loraine, Louisville, Norfolk, Michigan and Twin Cities.

Chrysler Corp.'s Warren point also logged overtime last week.

All U. S. plants will be closed today (Sept. 5) for the Labor Day holiday.

U. S. CAR PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
AMERICAN MOTORS	4,350	2,800*	4,775	19,484	48,579*	119,793
AMC Total	.....	2,800*	.....	.....	48,579*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	4,775	19,484	.....	115,722
Alliance	2,900	.....	2,894	12,689	.....	106,472
Encore	1,450	.....	1,881	6,795	.....	9,250
CHRYSLER CORP.	17,750	14,809	19,881	67,033	394,516	565,083
Plymouth Total	6,250	5,450	6,328	22,094	160,072	202,513
Horizon	2,900	2,253	2,652	9,302	50,490	74,179
Reliant	3,300	2,928	3,591	12,545	109,222	125,121
Caravelle ('83)	50	269	85	247	360	3,213
Chrysler Total	4,500	3,169	5,672	19,537	78,723	135,181
LeBaron	1,300	1,939	1,993	5,552	74,844	58,137
Laser	800	.....	740	2,992	.....	3,312
Chrysler E-Class	2,400	1,230	2,939	10,993	3,879	73,732
Dodge Total	7,000	6,190	7,881	25,402	155,721	227,389
Omni	2,600	1,875	3,227	9,073	47,353	82,942
Aries	2,600	2,930	2,770	9,694	83,196	93,083
Daytona	600	.....	550	1,759	.....	1,999
Dodge 400	.....	540	.....	.....	23,101	18,478
Dodge 600	1,200	845	1,334	4,876	2,071	30,887
FORD MOTOR	32,689	17,341	32,842	141,116	754,546	985,845
Ford Division	20,526	10,929	21,296	88,138	475,305	626,674
Escort	4,995	7,294	8,581	26,744	193,289	175,374
Fairmont	.....	.....	.....	.....	85,794	23,728
Mustang	2,867	3,419	.....	6,534	87,763	75,159
LTD/Granada	3,147	.....	3,318	13,475	74,051	112,509
Thunderbird	3,954	.....	3,846	13,891	29,326	127,737
Crown Victoria/Ford	1,883	.....	1,910	8,100	.....	61,639
EXP	.....	216	.....	.....	5,082	1,184
Tempo	3,771	.....	3,641	19,394	.....	49,344
L-M Division	12,064	6,412	11,546	52,978	279,241	359,171
Mercury Total	9,474	4,351	8,892	40,844	215,155	282,634
Lynx	1,446	1,893	2,293	9,150	61,278	50,574
Capri	910	935	.....	1,988	24,579	15,244
Zephyr	.....	.....	.....	.....	28,519	8,601
Marquis/Cougar	1,477	.....	1,634	5,771	35,953	48,862
Cougar/XR7	2,819	.....	2,237	12,386	10,580	80,869
Gr. Marquis/Marquis	1,737	1,470	1,766	6,461	53,007	63,711
LN7	.....	53	.....	.....	1,239	290
Topaz	1,085	.....	962	5,088	.....	14,483
Lincoln Total	2,590	2,061	2,654	12,134	64,086	76,537
Continental ('82)	.....	412	.....	.....	13,344	8,793
Lincoln	2,590	919	2,654	12,134	29,069	47,553
Mark VI	.....	730	.....	.....	21,673	20,191
GENERAL MOTORS	85,253	65,384	76,981	280,446	2,263,106	2,575,887
Buick Division	18,497	14,213	15,240	55,827	530,802	584,855
Skylark	3,240	4,080	1,954	3,898	100,952	66,576
Skyhawk J	1,245	777	861	5,004	49,150	48,714
Century	3,339	403	3,000	8,086	89,618	105,182
Regal	3,964	4,027	4,644	19,752	144,369	166,212
Buick	5,607	3,749	3,555	14,566	121,883	165,559
Riviera	1,102	1,177	1,226	4,521	24,830	32,612
Cadillac Division	6,136	5,718	5,413	14,417	154,129	200,880
Cimarron	427	408	397	1,124	4,048	13,382
Seville	700	538	726	2,696	14,046	23,036
Eldorado	1,355	1,185	1,440	5,553	37,807	50,463
Cadillac	3,654	3,587	2,850	5,042	98,228	113,999
Chevrolet Division	28,021	19,973	26,635	96,739	731,492	844,016
Chevette	4,035	715	4,472	14,803	152,472	125,590
Cavalier	5,883	2,928	5,133	26,250	59,259	198,606
Celebrity	3,371	2,533	3,953	6,775	44,831	88,468
Camaro	5,285	4,996	3,888	11,338	162,931	131,048
Citation	1,754	2,127	1,716	6,406	127,243	68,058
Malibu/El Camino	660	1,912	668	6,023	85,019	99,030
Monte Carlo	2,869	2,558	2,657	11,188	50,403	67,095
Chevrolet	3,539	1,505	3,524	11,097	29,734	49,291
Corvette	625	599	624	2,859	19,600	16,830
Oldsmobile Division	21,998	17,933	21,680	79,953	522,781	678,549
Omega	1,820	1,724	1,020	2,112	59,990	39,109
Firenza	925	372	600	2,989	34,324	31,736
Cutlass	6,755	5,144	7,817	26,035	134,604	199,286
Cutlass/Ciera	5,290	4,398	4,522	18,466	83,927	137,978
Oldsmobile	6,365	5,590	6,758	26,847	188,415	242,815
Toronado	843	705	963	3,504	21,521	27,625
Pontiac Division	10,601	7,647	8,013	33,510	323,902	267,587
Acadian†	.....	.....	105	4,887	8,353	15,342
2000	3,850	1,093	1,306	6,034	29,519	68,610
1000	1,025	.....	638	4,347	27,313	30,650
Firebird	2,399	3,318	2,498	5,906	92,893	63,659
Phoenix	526	866	491	1,891	36,787	18,366
G. Prix/B'ville ('83)	1,816	1,223	1,882	8,306	102,686	68,429
Parisienne	985	.....	1,093	2,137	.....	2,537
6000	.....	1,147	.....	.....	26,351	.....
HONDA	1,500	.....	1,441	6,485	.....	29,697
VOLKSWAGEN	2,350	.....	2,256	10,215	60,121	60,492
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	143,892	100,334	138,176	524,779	3,523,031	4,336,797

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
CHEVROLET	14,351	11,926	13,600	60,837	469,414	527,023
DODGE	2,900	2,625	3,266	12,374	90,021	92,032
FORD	20,697	11,586	16,955	75,062	491,832	587,385
GMC	4,581	3,096	4,485	18,486	169,423	169,218
INTERNATIONAL	1,140	1,098	1,122	5,045	33,906	33,664
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	1,929*	2,302	9,387	59,123*	54,862
AM GENERAL	50*	50*	50*	230*	1,630*	1,680*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	39,000*	33,600*
Total Trucks, U. S.	46,919	33,490	42,780	186,021	1,362,452	1,501,543

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
CHRYSLER CORP.	2,652	1,330	2,783	10,453	70,952	84,317
FORD MOTOR	2,955	2,809	2,918	10,691	101,141	88,958
GENERAL MOTORS	7,228	4,707	6,303	18,861	175,303	169,073
INTERNATIONAL	130	262	122	440	7,953	3,781
Total Trucks, Canada	12,965	9,108	12,126	40,445	355,349	346,129
N. American Trucks	59,884	42,598	54,906	226,466	1,717,801	1,847,672

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
AMERICAN MOTORS	620	1,204	.....	2,184	22,197	18,989
CHRYSLER CORP.	.....	2,089	.....	.....	113,947	103,857
FORD MOTOR	8,267	8,766	9,358	33,321	212,771	167,464
GENERAL MOTORS	6,940	7,134	5,744	19,633	248,515	352,284
VOLVO	225	195	222	632	6,901	6,657
Total Cars, Canada	16,052	19,388	15,324	55,770	604,331	649,251
N. American Cars	159,944	119,722	153,500	580,549	4,127,362	4,986,048
N. American Trucks	59,884	42,598	54,906	226,466	1,717,801	1,847,672
North American Cars and Trucks	219,828	162,320	208,406	807,015	5,845,163	6,833,720

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

9/13/83
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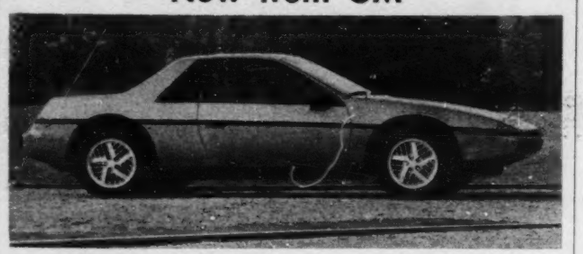
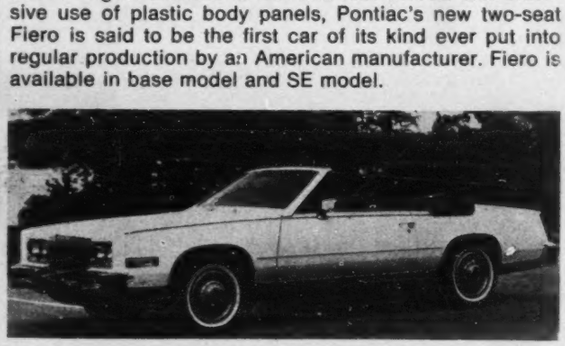
59th year—$40 per year, $1.00 per copy

New from GM



Fiero: One of a kind

Distinguished by a space-frame structure, transverse-mount engine between driver and rear wheels and extensive use of plastic body panels, Pontiac's new two-seat Fiero is said to be the first car of its kind ever put into regular production by an American manufacturer. Fiero is available in base model and SE model.



Eldorado convertible is back for '84

Big news at Cadillac for 1984 is the return of the Cadillac Eldorado convertible. When the Eldorado convertible was phased out in 1976, it was the last American ragtop until the current revival.

Chevrolet expands mid-sized offerings

New in the Chevrolet Celebrity lineup for 1984 is this station wagon, available both in two-seat and three-seat versions. Standard engine is the 2.5-liter fuel-injected four; optional are a 2.8-liter V-6 and a 4.3-liter diesel V-6.

Ragtop sales to hit 67,000; two-thirds are U. S.-built

By Jim Plegue
Staff Writer

U. S. consumers will buy more than 67,000 convertibles during the 1983 model year, AUTOMOTIVE NEWS estimates, with nearly two-thirds of that market being captured by the domestic makers.

The estimate is based on 11-month sales rates for the six domestic and seven import convertible nameplates offered in the U. S. It does not include convertible conversions sold by independent builders, only those built or authorized by the manufacturer.

The domestic convertible makers — Chrysler Corp., Ford Motor Co. and General Motors — will sell an estimated 41,900 ragtops during the '83 model year, accounting for a projected 62.46 percent of the total U. S. convertible market.

And sales of domestic soft tops are expected to top 65,000 for the 1984 model year.

Import sales are forecast at 25,180 convertibles, or 37.54 percent of the market for the 1983 season.

Fastest selling nameplate of all convertibles—import and domestic—is Ford Motor's Mustang model, introduced in November of 1982. The $12,467 Mustang convertible ('83 price) is partially assembled at Ford's Dearborn assembly plant, then shipped to Cars & Concepts, Brighton, Mich., for top installation and finish work.

Chrysler Corp., which led the domestic ragtop revival with introduction of its LeBaron convertible (followed by the Dodge 400) in early 1982, will sell more convertibles during the '83 model year than any other company.

Combined 1983 model-year sales of LeBaron and Dodge 400 are estimated at 22,100, giving

Continued on Page 8, Col. 4

breaking news

Domestic inventory climbs to 55-day supply

DETROIT.—The domestic new-car inventory stood at a healthy 55-day supply on Sept. 1, compared with a 48-day supply a month earlier. The increase was the result of the slower sales pace in August as the total number of cars in stock was actually down from a month earlier, to 1,087,570 from 1,102,103. Most of the Sept. 1 stock was comprised of carryover '83 models, but sales have been strong through the cleanup period and the industry is in an unusually healthy inventory position.

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Added cost will come out of profits, corporation claims

Chrysler says pact won't hike prices

By Marjorie Sorge
Labor Editor

Although its new two-year labor contract with the UAW will cost Chrysler Corp. $1 billion, car and truck prices will not rise to pay for it, according to Thomas M. Miner, industrial relations vice president.

The new pact is expensive. It will cost Chrysler about $11,000 per worker by the time it expires Oct. 15, 1985. Chrysler's total cost per worker at that time will be $54,000 per year for wages and benefits. The company has about 56,000 UAW-represented salaried and hourly workers in the U. S.

"We are going to have to price against our competition. We are going to have to price against the Japanese," Miner said. "We have resigned ourselves to the fact that we have to get this out of productivity, we have to generate the money to pay for this settlement.

"This was a big chunk for our company to bite off at this time. We are going to have to pull our socks up and work on our productivity plan in order to assure that this settlement can be handled without affecting our ability to operate in the automotive market profitably."

But, according to Art Davis, auto analyst for Prescott, Ball & Turben, Chrysler will have to increase prices by 3 to 4 percent to stay even. He said it is possible for the company to price its new sports cars (Laser and Daytona) and minivans higher than had been scheduled in order to make up the gap. In that case, no one would ever know if prices had been raised since a figure has not been announced, he said.

Davis estimates Chrysler will sell 150,000 minivans and 150,000 sports cars during 1984. Laser and Daytona go on sale this month; the minivans in January.

The new agreement gives the Chrysler workers in the U. S. a

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European makers enter era of intense competition

By Kathleen Hamilton
Financial Editor

The next five years promise to be a period of intense competition among European auto makers as they struggle with each other for sales in a relatively stagnant home market.

Japanese import penetration — although as high as 38.7 percent of Finland's unrestricted market this year — is expected to remain relatively stable in Europe through 1988.

The competition all will come from within Europe. And the latest Automotive News World Outlook, generated by Data Resources, Inc., indicates there will be no clear winners.

There could, however, be some clear-cut losers, as the cost of competing in Europe climbs. This year's tale of the British car market offers a prime example of the opportunities and pitfalls that could lie ahead for all of Europe during the period.

As the only major market in Europe showing any strength early this year, all of the big European auto makers descended on Britain in a battle for market share. Marketing incentives begun in 1982 were carried through 1983. Export dealer networks were strengthened.

With new product lines, British domestics battled back. And it looks as though everyone's marketing expenditures paid off: The forecast calls for auto registrations to climb 10 percent above last year's level to more than 1.71 million cars.

• The end of the year hasn't been as strong as the beginning, according to DRI Europe Economist John Lawson. And although sales projections for 1984 and 1985 have been scaled back because of what Lawson calls this year's overheated market in Britain, those years will still be strong.

"There is a limit to the time that continued marketing efforts can be effective" in expanding the market, Lawson said. Of course such marketing efforts are expensive.

All of the major European auto makers have been strengthening their distribution networks and marketing efforts throughout the continent. The measure became doubly important this year, as exports to oil-producing nations plummeted.

Projections through 1988 of the Big Four European auto-producing countries — UK, France, West Germany and Italy — show imports' penetration will be on a rise.

And since high-line cars are the usual export products, the makers who produce these models can be expected to fare better. That is especially true since North America, the UK and West Germany — all producers of more expensive vehicles — are the only major markets expected to grow.

The UK market is expected to average less than 2 percent annual growth during the 1983-1988 period; West Germany, 1 percent, while France and Italy will show virtually no growth. Throughout Western Europe, growth will average less than 2 percent a year over the period.

Although figures for the U. S. are available through 1985 only, growth should average close to

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Month's total is 374,599

August sales in UK best ever for Europe

By Richard Feast
European Editor

LONDON. — August new-car registrations in the UK shattered all previous European records.

A total of 374,599 customers took delivery of new cars, 24 percent more than in the year-ago month when the previous UK record was established.

The total also surpassed the previous record for a single month in any European country, 361,000 in West Germany in March, 1979.

August took even the most optimistic industry people by surprise. They had been predicting around 315,000, still well above the previous year's 302,000.

Now, it is believed that year-end registrations will beat the record 1.716 million of 1979. Sam Toy, chairman of market-leader Ford of Britain, believes the total will reach 1.73 million.

In the first eight months of this year, the figure was 1,345,577, an increase of 19.1 percent over the same period last year.

Unlike the rest of Europe, August has become a boom month for new-car sales in the UK. It stems back to 1967, when the introduction of the new annual registration plate was moved from January to August. The change was urged by the automotive industry to stimulate car buying in what had been a slack time.

Now the system is almost out of control. August's 375,000 compares with a 139,000 average for each of the previous seven months. July's figure was little more than 490,000.

•. Ford's Toy believes two main factors have contributed to the high level of selling in the UK this year. Rejecting ideas that the cause is the industry's unprecedented promotional activity — which his company is trying to slow — Toy attributes it to a general lowering in interest rates and to a change in car purchase regulations.

Until August, 1982, new-car purchasers were required to pay a one-third deposit and to repay the balance within a two-year period.

Those credit terms, which applied only to car purchases, were completely relaxed — at a time when interest rates in general began to fall. The result was last year's second half boom, which continued into this year.

George Turnbull, president of the Society of Motor Manufacturers and Traders, thinks the UK could and should be a 2 million market. He wants the government to abolish the tax of 10 percent on new-car purchases — which is in addition to the standard 15 percent value added tax.

• Ford's August total was 115,833, a 33.4 percent increase over its August, 1982, total. It is believed to be the first time any Ford sales organization outside the U. S. has sold more than 100,000 cars in a single month.

Ford's market share was 30.9 percent, slightly better than its eight-month slice of 30.3 percent. In August, it placed Escort (40,912) and Sierra (36,562) in the top two places. Fiesta (27,553) was fourth behind BL's Metro (31,120).

BL's market share in August (18.3 percent) was down fractionally, but its unit sales of 68,662 showed a 23.4 percent increase over last August.

But by far the most impressive unit increase was by General Motors' Vauxhall-Opel. It registered 54,497 cars — a market share of 14.6 percent and a massive 73 percent climb over one year earlier. Vauxhall-Opel's 194,806 registrations in the eight-month period compare with the 181,737 it shifted in the whole of 1982.

Peugeot-Talbot's 19,546 meant a market share of 5.2 percent and a 34.2 percent improvement over August last year. For the full year, though, the company remains stuck at 4.6 percent.

The general August boom meant most importers sold more cars, even if they lost market share. The most notable exceptions, though, were Nissan and Renault which saw serious sales slides despite high demand.

Total imports for the month accounted for 56.8 percent (212,801), down from the 59.7 percent of one year earlier. There is a similar picture in the eight-month figures.

McDonald calls for extension of Japan's restraints

By John Hartley
Staff Correspondent

TOKYO. — General Motors President F. James McDonald said here last week that "an extension of voluntary auto export restraint could be a prudent action," and that he hoped the U. S. and Japanese governments would negotiate such a deal.

However, he indicated that projected imports of Suzuki and Isuzu autos by GM would be taken into account in the setting of the limit.

This remark seemed to contradict his statement that the matter was up to the governments, and it reinforced the suggestion by some insiders that in this visit McDonald hoped to influence the Japanese to add the Suzuki and Isuzu imports to any limits.

In fact, McDonald and Sosuke Uno, minister of international trade and industry, had a meeting arranged, but it was canceled by the Japanese at the last minute, a considerable discourtesy to the GM president.

While in Japan, McDonald visited the new factory Suzuki has built for the GM car. It has a capacity of 10,000 engines and autos monthly and the bulk are due to go to the U. S.

Meanwhile, details of the new car, called Cultus, were released in Japan. It is 141 inches long, with an 88.4-inch wheelbase, mundane styling and limited interior space. Its main feature is a lightweight aluminum three-cylinder engine weighing only 140 pounds.

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59th year — No. 4985

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Dole is chairman

WASHINGTON. — Secretary of Transportation Elizabeth H. Dole has accepted the position of honorary chairman for the SAE Government/Industry Meeting to be held May 21-24, 1984, at the Mayflower Hotel, Washington.

Sporty and practical

Fiero is at the heart of Pontiac's '84 launch. It is being positioned as a "thinking man's" sports car — practical as well as fast. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., handles.

Performance is in—and just in time

Pontiac ads keyed to new Fiero

By Joseph Bohn
Marketing Editor

PONTIAC.—The performance market is back, just in time for the introduction of Pontiac's new Fiero.

Fiero is clearly at the heart of Pontiac's '84 effort, a traffic-builder and image car, being positioned as "the thinking person's sports car," according to William Lane, general sales manager.

That means ads talking about not only style and performance, but also practical things like corrosion-resistance, durability and affordability.

Pontiac still has lots of other cars to sell—39 models and nine car lines, in fact, which is more than Chevrolet. This means squeezing more mileage out of a limited budget, but also greater opportunities.

Ed Benson, assistant general sales manager, feels that if the industry runs in the range of 10 million to 10.5 million sales next year, Pontiac will get 7 to 7.5 percent of the market — or roughly 1-1.5 percentage points more than in '83.

But back to Fiero.

A pre-introduction print campaign, breaking Sept. 12, calls attention to Fiero's new manufacturing process, providing Mercedes-Benz-style quality, without Mercedes sticker prices.

The ad quotes the New York Times. It notes that Pontiac engineers "developed a process for close tolerance body work that may not require Mercedes-Benz sticker prices," and closes with, "It's been called the most innovative American car in 25 years."

The pre-introduction print uses no pictures. It runs in enthusiast and business publications, like Road and Track, the New York Times and selected editions of Time and Newsweek.

Print leads into a regular full-scale announcement phase which is geared to match the Sept. 22 introduction. The entire purpose of this two-month "super duty awareness generator," according to Benson, is to make Fiero stand out from competitive clutter.

Its focal point is to "immediately register the name, uniqueness and exclusivity," Benson added.

For visual awareness, Pontiac created eye-catching graphics in print that take road signs and turn them into a road for Fiero. For example, a "Stop Wishing . . . Fiero is here" ad plays off the "Stop" sign graphics. Again, "Excitement Ahead" plays off

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But market penetration declines

Import registrations jump for June

By Jenny L. King
Staff Writer

The number of new imported cars registered in the U. S. in June was up nearly 40,000 units and climbed 18.07 percent above the year-ago mark. But the domestics moved at an even faster pace, leaving imports with a smaller share of the total market than they had enjoyed a year earlier.

According to figures compiled by R. L. Polk & Co., new import registrations totaled 243,661 in June, up from 206,373 for the same month in 1982. They represented 28.05 percent of the market, down 0.72 percentage points from 28.77 percent a year ago. Their share was up slightly from May's 27.85 percent, based on registrations of 215,278.

Import registrations for the first half of this year reached 1,258,211, up 16.50 percent from 1,080,030 for the same period in 1982. Their market share increased to 29.54 percent from 28.59 percent.

The top importers dropped in shares of the market in June. Toyota was down 2.78 percentage points, to 21.47 percent from 24.25 percent. Nissan dropped to 20.20 percent from 22.57 percent, a difference of 2.37 percentage points. Third-place Honda was off 0.38 percentage points, Mazda was down 0.32 percentage points and Subaru slipped 0.37 percentage points.

Volkswagen dropped from fifth to sixth place and lost 0.86 percentage points. Renault Alliance, which is categorized as an import by R. L. Polk & Co., was seventh with a 4.97-percent share of the June, 1983, market. It was not on sale a year earlier.

Volvo was eighth, picking up

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IMPORT REGISTRATION SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1983	Percent Share of Market	Regis., June, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 6 Mos., 1983	Percent Share of Market	Regis., 6 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	52,306	21.47	50,038	24.25	— 2.78	266,313	21.17	256,280	23.73	— 2.56
Nissan	49,214	20.20	46,586	22.57	— 2.37	257,056	20.43	213,683	19.79	+ 0.64
Honda	37,511	15.39	32,537	15.77	— 0.38	188,702	15.00	180,789	16.74	— 1.74
Mazda	15,297	6.28	13,628	6.60	— 0.32	85,250	6.77	73,253	6.78	— 0.01
Subaru	12,677	5.20	11,505	5.57	— 0.37	71,294	5.67	66,675	6.17	— 0.50
VW	12,664	5.20	12,502	6.06	— 0.86	68,564	5.45	72,476	6.71	— 1.26
Alliance	12,105	4.97	.....	.....	.....	68,024	5.40	.....	.....	.....
Volvo	9,939	4.08	7,877	3.82	+ 0.26	45,958	3.65	36,944	3.42	+ 0.23
Mercedes	6,645	2.73	5,513	2.67	+ 0.06	34,964	2.78	31,923	2.96	— 0.18
BMW	5,035	2.07	4,213	2.04	+ 0.03	26,422	2.10	23,382	2.16	— 0.06
Audi	.....	.....	3,672	1.78	.....	.....	.....	21,746	2.01	.....
Others	30,268	12.41	18,302	8.87	+ 3.54	145,664	11.58	102,879	9.53	+ 2.05
TOTAL	243,661		206,373			1,258,211		1,080,030		
Share of U. S. Total		28.05		28.77	— 0.72		29.54		28.59	+ 0.95

Registration for Oklahoma not available.